

Quant^M: A breakthrough in mobile research!

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At Knowledge Networks, a GfK company, we believe that mobile research can meet your need for facts and insights that are actionable and timely, recognizing that technology always plays a role in how people are participating in information gathering. Our Quant^M suite uses smartphones for “on-the-go” and “in the moment” research enabling you to learn things about society, physicians, products and brands that were never before possible.

Quant^M engages research participants in a whole new way, using smartphone apps to make information requests – be they surveys or other ‘tell-me’ inquiries.

The key constructs of the Quant^M Mobile Solution Suite are:

1. Eliminate recall
2. Gather information at point of decision/ experience/consumption
3. Enrich the data: associate information with photos and GPS
4. Understand consumers over time (diaries or ethnographies)
5. Recognize that engaging with people in the way they want to be engaged is a means to getting closer to their behaviors and attitudes – and mobile is the place of choice for many Americans.

Our Quant^M mobile solution suite is comprehensive and can take the form of:

Mobile CAPI



Interviews at the point of experience

Mobile Diary



Mobile Diaries and Digital Ethnographics

Mobile Panel



Self complete on individuals own devices



Knowledge
NETWORKS

Quant^M: A breakthrough in mobile research! *continued*

As a result, examples of what Quant^M can provide are:

- Shopper Experience/Insights
- Ad/Media Exposure
- Product Experience
- Healthcare Insights
- Exploratory/Ideation/Diaries
- Social/Public Policy
- MD-DETAIL[®] (interviews with physicians and specialists within 24 hours of being detailed by pharmaceutical sales rep for Product X)
- MD-DIARY[®] (chart audits to assess current treatment trends, using members of our Physicians Consulting Network)

Our technology partner in this insight-expanding mobile research offering is Techneos, which provides mobile survey, customer and enterprise feedback, panel, ethnography and digital diary solutions. Techneos offers the world's most advanced survey software for mobile phones, PDAs, netbooks and other mobile devices, with clients in over 50 countries and support for over 200 languages.



For more information, please contact:

Patricia Graham

+1 312 416-3660

pgraham@knowledgegenetworks.com

For Service Bureau:

Naomi Keller

+1 312 416-3685

nkeller@knowledgegenetworks.com

For Physicians Consulting Network studies

Rob Davies

+1 973 770-0844

rdavies@knowledgegenetworks.com

